Housewares Producers Break Down Decade's Sales

	Dollar Sales (add 000)										
	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1967
Manufacturers' Housewares Sales	$15,579,000	$13,479,000	$11,885,000	$10,963,000	$9,702,000	$9,642,000	$8,667,000	$7,061,000	$6,135,000	$5,400,000	$4,535,000
To Retailers	11,528,460 74%	9,570,000 71%	7,844,100 66%	7,235,580 66%	6,694.380 69%	5,881,620 61%	5,720,220 66%	4,236,600 60%	3,190,200 52%	3,132,000 58%	2,721,000 60%
Discount Stores	3,343,253 29%	2,775,326 33%	2,431,671 31%	2,170,674 30%	2,276,089 34%	1,764,486 30%	1,601,661 28%	1,270,980 30%	1,084,668 34%	814,320 26%	544,200 20%
Catalog Showrooms	1,383,415 12%	861,300 9%	941,292 12%	651,202 9%	401,662 6%	529,345 9%	514,819 9%	169,440 4%	N/A* N/A*	N/A* N/A*	N/A* N/A*
Department Stores	1,498,700 13%	1,244,100 13%	862,851 11%	723,558 10%	937,213 14%	764,610 13%	742,628 13%	762,588 18%	574,236 18%	626,400 20%	380,940 14%
Variety Stores	922,277 8%	861,300 9%	784,410 10%	651,222 9%	602,494 9%	529,345 9%	457,617 8%	338,928 8%	446,628 14%	407,160 13%	272,100 10%
Drug Stores	1,152,846 11%	478,500 5%	627,528 8%	434,134 6%	401,662 6%	294,081 5%	286,011 5%	254,196 6%	159,510 5%	125,280 4%	81,630 3%
Housewares/Hardware Retailers	922,277 8%	861,300 9%	470,646 6%	578,846 8%	468,606 7%	470,529 8%	457,617 8%	254,196 6%	223,314 7%	250,560 8%	217,680 8%
Supermarkets	691,707 6%	669,900 7%	470,646 6%	578,846 8%	334,719 5%	294,081 5%	343,213 6%	338,928 8%	191,412 6%	187,920 6%	299,310 11%
To Wholesalers	4,050,540 26%	3,908,910 29%	4,040,900 34%	3,727,420 34%	3,007,620 31%	3,760,380 39%	2,946,780 34%	2,824,400 40%	2,944,800 48%	2,268,000 42%	1,814,000 40%
Housewares/Hardware Distributors	1,417,689 35%	1,641,742 42%	1,454,724 36%	1,043,677 28%	932,362 31%	1,278,529 34%	1,060,840 36%	1,242,736 44%	824,544 28%	703,080 31%	598,620 33%
Electric Housewares Distributors	850,613 21%	429,980 11%	888,998 22%	708,209 19%	842,133 28%	1,052,906 28%	500,952 17%	395,416 14%	500,616 17%	294,840 13%	235,820 13%

** In 1967, '70 and '71, catalog wholesaler sales (forerunners of catalog showrooms) were included in sales to wholesalers. The sales and percentages (of the total sales to wholesalers) for the catalogers in those years are: 1967—$54,420,000 (3%); 1970—$90,720,000 (4%) and 1971—$176,000,000 (6%).*
(DSN chart. Source: National Housewares Manufacturers Association, annual market studies.)

Housewares manufacturers' dollar sales to leading retailers and wholesalers for the years 1970-79 plus 1967 as the base year are reported by dollars and by percentage share; figures don't add up to 100% as smaller volumes of such retailers as home centers and such wholesalers as premium distributors aren't included.

Housewares

(Continued from page 6)

housewares (and by extension of other hard lines) or whether the industry's jewelry orientation will turn off shoppers in a recession period when luxuries are less important than basics.

The impact of inflation on the wholesale cost of housewares is of basic concern to discounters, catalogers and all other retailers. The latest NHMA market study presents a discouraging picture for 1980, with manufacturers forecasting 11% as the average price increase and with 53% of those surveyed projecting increases of 10% or more.

In the past, manufacturers' projections have tended to be under the actual increases. The 1978 projection for the average price increase for 1979 was 7.7% while the actual average hike turned out to be 10.3%. Only 22% of the manufacturers foresaw price increases of 10% or more but 43% ended up reporting such boosts.

Closer to Mark

The recession could result in manufacturers' expectations this year being closer to the mark than in the past as the economic downturn offsets some projected increased costs. The reasons cited for the higher costs this year include inflation, 15%; higher freight costs, 11%; higher overhead, 19%; higher labor costs, 19%, and higher material costs, 70%.

The recession could lessen the impact of inflation and some overhead costs such as interest expenses, but not labor, material and freight costs.

In the last recession, manufacturers' projections for price increases for 1974 were under the actual hikes—a situation that doesn't bode well for the outlook for 1980.

In 1973 manufacturers projected 10.6% as the average increase for 1974 while the actual figure was 14.9%. Thirty-one per cent expected hikes to be 10% or more; 49% actually had such an increase.

If past results are a guide, then discounters and catalogers can expect to enjoy strong housewares sales this year, but with wholesale costs up sharply, despite the economic downturn.

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HARDWARE

Figures for these hardware PMA tables are for the month of March 1980. They were supplied by Hardware Distributors, Secaucus, N.J., which covers 350 stores, including 141 discount department stores, in 20 states east of the Mississippi River. Average retail prices listed by the distributor reflect typical price points for discount clients.

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
HAND TOOLS					
1	—	Stanley 28499A knf w/rtct bld	846	3.49	2,952.54
2	—	Cooper Y25 ¾x25' yel Mzrlk	188	12.49	2,348.12
3	—	Cooper X46 6' wood ext	226	8.99	2,031.74
4	—	Arrow T50 stpl gun tckr	93	19.99	1,859.07
5	—	Arrow JT21 jnr stpl gun	179	9.99	1,788.21
6	6	Fuller 8" adj angle wrnch	270	5.99	1,617.30
7	—	Gr Nk S Hk18-18-p hx ky wr	540	2.99	1,614.60
8	—	Grt Nk Saw C55 blds nst of sw	174	8.99	1,564.26
9	—	Fuller 1474 6-pc O/E wrnch st	260	5.99	1,557.40
10	—	Stanley SI1 ½A 16 oz rp stmst	124	12.49	1,548.76
HARDWARE					
1	—	Gemini ST15 mlbx RFD 1½	199	14.99	2,983.01
2	—	Amer Built 2"x10 yds duct clth	1,584	1.29	2,043.36
3	—	Gemini ST10 mlbx RFD 1 glv	248	6.79	1,683.92
4	—	HB Ives HC571A3 ct/ht hk 3l	1,080	1.29	1,393.20
5	5	Gemini RK10 RFD 1 mlbx kit	63	21.99	1,385.37
6	—	Dial BP40 applnc dlly	288	4.49	1,293.12
7	6	Ferrum grey shlf brckt 10x1	1,296	0.99	1,283.04
8	—	Amer Tack thmb tcks wh hd	3,072	0.39	1,198.08
9	—	Gmn AL 10 mlbx RFD 1 aln	105	10.99	1,153.95
10	7	Gemini ST10B mlbx blck	158	7.29	1,151.82
POWER TOOLS					
1	—	Black & Dckr 7308 7¼" crc sw	192	37.99	7,294.08

(Continued on page 17)

REGAL REWARDS:

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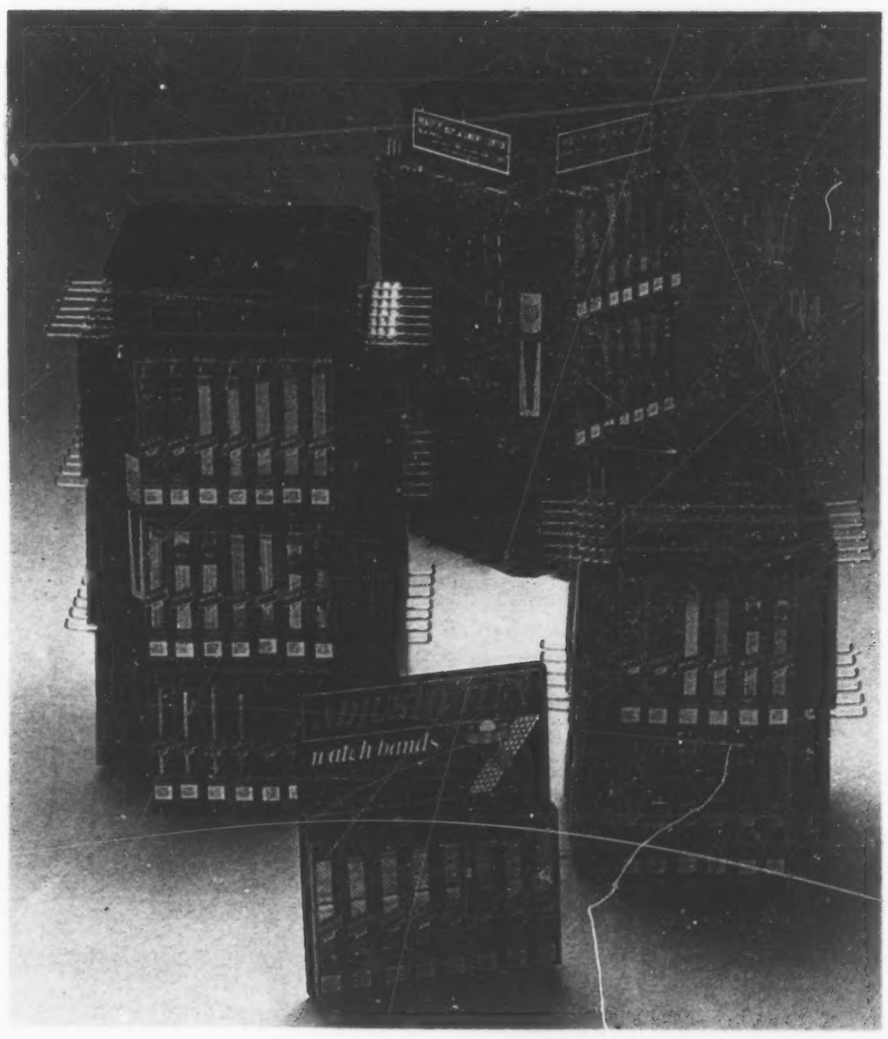

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Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Hardware Sales Reflect a Lag In the Economy

The March hardware Product Movement Audit by Hardware Distributors, Secaucus, N.J., reflected the general downturn in the economy as shoppers and retailers reined in their purchasing and focused on basics.

This conservative buying led to a 10% to 15% drop in sales over the same month the year before, according to a company spokesman.

This decline was reflected in several hard lines categories although in some cases decreases can be attributed to supply difficulties rather than to consumer buying patterns.

Problem Persists

In power tools, for example, the continued inability of Black & Decker to meet supply commitments was reflected in both a drop in unit sales and in the emergence of new products into "the top 10" spots.

"We're only getting about a third of the supplies we need," the company spokesman asserted.

Last spring, sales of B & D's 7¼-in. circular saw topped 1,100 units for a 30-day period. This year, while the saw still led the classification in sales, unit movement was down to 192 for a similar period.

Short B & D supplies were also responsible for Shelton's 5-gal. wet and dry vacuum gaining third place, and for two sump pump offerings ($89.99 and $59.99) making it onto the top of the list.

Among this year's best sellers, Krazy Glue doubled unit

(Continued on page 17)

Carter Extends Heat, Cooling Rules to 1981

WASHINGTON—President Carter has extended the Emergency Building Temperature Restrictions which limit store heating to 65 degrees and air-conditioning to 78 degrees. The extension will run until Jan. 16, 1981.

The Department of Energy, however, has announced its intent "to amend the regulations" to make them more flexible and permit building owners and operators to "adopt alternate means of conserving an equal amount of energy in their buildings."

Retailers have sought a percentage reduction program in lieu of prescriptive conservation measures. The Department of Energy is expected to permit various industry associations to develop their own models for conservation, and retail trade associations are meeting here with energy officials to discuss the possible changes and models.

Discount Store News

PRODUCT MOVEMENT AUDIT

Hardware Sales Reflect a Lag

(Continued from page 16)

volume (dollar sales were up 55%) and rose to the top of the glues and adhesives classification.

Security hardware also continued to perform well this spring, although admittedly consumers showed a little less willingness to pay $13.99 for the category leader, Weslock's entry lock set.

Surprisingly, although dealers thought energy-related products would continue to do well, wood-cutting tools and accessories showed a decline in sales. Spring, however, is not as big a buying season for these products as is the fall, the spokesman pointed out.

Good Performers

Mailboxes, mailbox kits and other home refurbishing equipment also performed well this spring, as did plumbing supplies, and lawn and garden equipment.

In lawn and garden, Melnor's pulsating spike jumped to the top of the list. It's evident that consumers, suspecting that they'll be housebound this sum-

(Continued on page 18)

HARDWARE

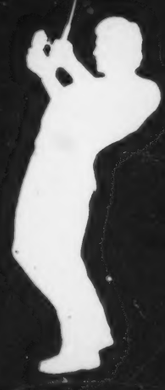
(Continued from page 16)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
2	4	B&D 7504 jig saw	425	14.99	6,370.75
3	—	Shelton 5-gal wet/dry vcm cln	48	54.99	2,639.52
4	—	B&D fnshng sndr 7404	99	21.99	2,177.01
5	—	B&D 5½ saw 7300	65	27.99	1,819.35
6	—	All pwr pdstl smp pmp P30	19	89.99	1,709.81
7	3	B&D 7190 ⅜" vsr drl	40	29.99	1,199.60
8	5	B&D ⅜" drl	62	16.99	1,053.38
9	—	Flotec utility smp pmp	17	59.99	1,019.83
10	—	Wen blt sndr bl PR19 18"	17	54.99	934.83
		LAWN AND GARDEN			
1	—	Melnor 9535 dlx pistng spk sp	1,980	13.99	27,700.20
2	—	Ortho 1834 ½-gal Ortho-Klr 4	894	20.99	18,765.06
3	—	Intl 5001 Jobes hspint spks	15,606	0.99	15,449.94
4	—	Melnor 69 oscllting sprklr 2	612	11.99	7,337.88
5	—	Ortho 3630 tn/vg dst 10 02	1,452	3.49	5,067.48
6	—	Melnor 8PS Quick-Fx hse mnd	2,980	1.59	4,738.20
7	—	Ortho 2561 1 lb Diazinon sl D	1,548	2.89	4,473.72
8	—	Melnor 400C Stop-N-Flo hs vl	840	4.59	3,855.60
9	—	Ortho 1761 1-pt Diazinon	576	6.59	3,795.84
10	—	Melnor 313S Y sht off cplng	1,450	2.39	3,465.50
		SECURITY HARDWARE			
1	—	Weslock entry lck st snry br	379	13.99	5,302.21
2	4	Mastr lock 1500D cmbntn pdlk	1,260	3.49	4,397.40
3	—	Mastr lock 7D 1" lmntd pdlk	564	4.29	2,419.56
4	2	Yale LW5 entrnc lck st brss	160	12.99	2,398.40
5	—	Weslock entry lckst imprsa an	143	14.49	2,072.07
6	—	St. Marks 1301 rim night latch	366	5.49	2,009.34
7	—	St Marks 1302 dbl cyl deadlock	198	9.79	1,938.42
8	—	Mstr lck 500D 1.75" wrdd lm p	720	2.49	1,792.80

(Continued on page 18)

All Zebco premium reels are now spooled with premium Trilene XL. And, we've got six new Trilene/Zebco promotions to tell you about. The first one is for Christmas. Write for details.

Trilene XL Berkley



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Prestone starting fluid
Prestone Super Sweep
Be Prepared!
Prestone SNO-SWEEP
sweeps... scores... scrapes...

The Prestone® Ice Fighters

Can Buy Basco On Margin Now

CHERRY HILL, N.J.—Basco has been added to the Federal Reserve Board's list of over-the-counter stocks that can be purchased on margin.

Previously, Basco's OTC stock could only be purchased from a broker at its full price. Now brokers can make margin loans using Basco's common as well as selling the stock on margin.

Must Meet Standards

The Federal Reserve Board annually surveys companies that aren't on its list of approved OTC marginable stocks to see if the firms meet the board's standards, which include dollar value of the share, the company's net worth and activity in the stock.

The board's move could result in increased activity in Basco's stock as investors can now obtain more shares on margin than they could have when the stock could be purchased only at full price.

Jamesway's Irish Joins Ad Agency

SECAUCUS, N.J.—George Irish, vice president of sales for Jamesway, has resigned.

He is now associated as a partner and executive vice president of an advertising agency headquartered in New York.

Jamesway made no immediate announcement of his replacement.

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HARDWARE

(Continued from page 17

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
9	5	Weslock entrylock set elegant I	119	14.49	1,724.31
10	—	Parker 1303 sing cyl deadlock	216	7.89	1,704.24
		GLUES, LUBRICANTS AND ADHESIVES			
1	2	Krazy Glue 2 grm	6,780	1.59	10,780.20
2	3	Eastman No 910 Estmn adhe	1,644	1.79	2,942.76
3	—	Woodhill GM1 Gluematic Pen	744	3.79	2,819.76
4	1	Woodhill Super Glue 3 grm Tb	984	1.69	1,662.96
5	—	Super Glue Griper Super Glue	1,627	0.99	1,610.73
6	—	Miracle 6 oz acrylic caulk wh	708	1.89	1,338.12
7	—	Weldit cement 1½ oz.	960	1.19	1,142.40
8	—	Gen Elec tub seal 2561 71D	370	2.99	1,106.30
9	—	GE Clear Seal 2562 01DP	360	2.99	1,076.40
10	—	Boyle Mdwy 8596 -¼-lb cn pl wd	960	1.19	975.24
		ELECTRICAL			
1	—	Carol cbl 03302 16/3 100' rd dr	1,125	19.99	22,488.75
2	—	Carol cbl 03354 16/3 50' rd org	1,416	10.99	15,561.84
3	—	Manco 4 x 60' pvc U/L electric	16,880	0.99	16,711.20
4	6	Gemini J-51 element TV anten	83	69.99	5,809.17
5	—	Gen cbl rmx wre 14/2 50' UF	31,540	15.99	5,036.85
6	5	Gemini solid state rotor MR-2	74	59.99	4,439.26
7	—	Carol cabl 03752 -16/2 50 ft flat orn	336	10.49	3,524.64
8	—	Gemini G-26 element TV antn	61	49.99	3,049.39
9	—	Lutron DR600RC rtry dmmr U/L	576	4.99	2,874.24
10	—	Trine 10243GBC dplx snap cover	696	3.99	2,777.04

Source: Hardware Distributors

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Hardware Sales

(Continued from page 17)

mer, are willing to pay ($13.99) for gardening equipment that will make the backyard more pleasant.

Houseplant spikes, lawn chemicals, garden hose and hose accessories also sold well this spring.

[In the past this column was written by Steve Hittner, president of Hardware Distributors, Secaucus, N.J. On June 1st, Hittner resigned his position in favor of the "freedom and sunlight of a life on the beach." Hittner and his wife have bought a house on the dunes in Florida and he is entering the real estate investment business.]

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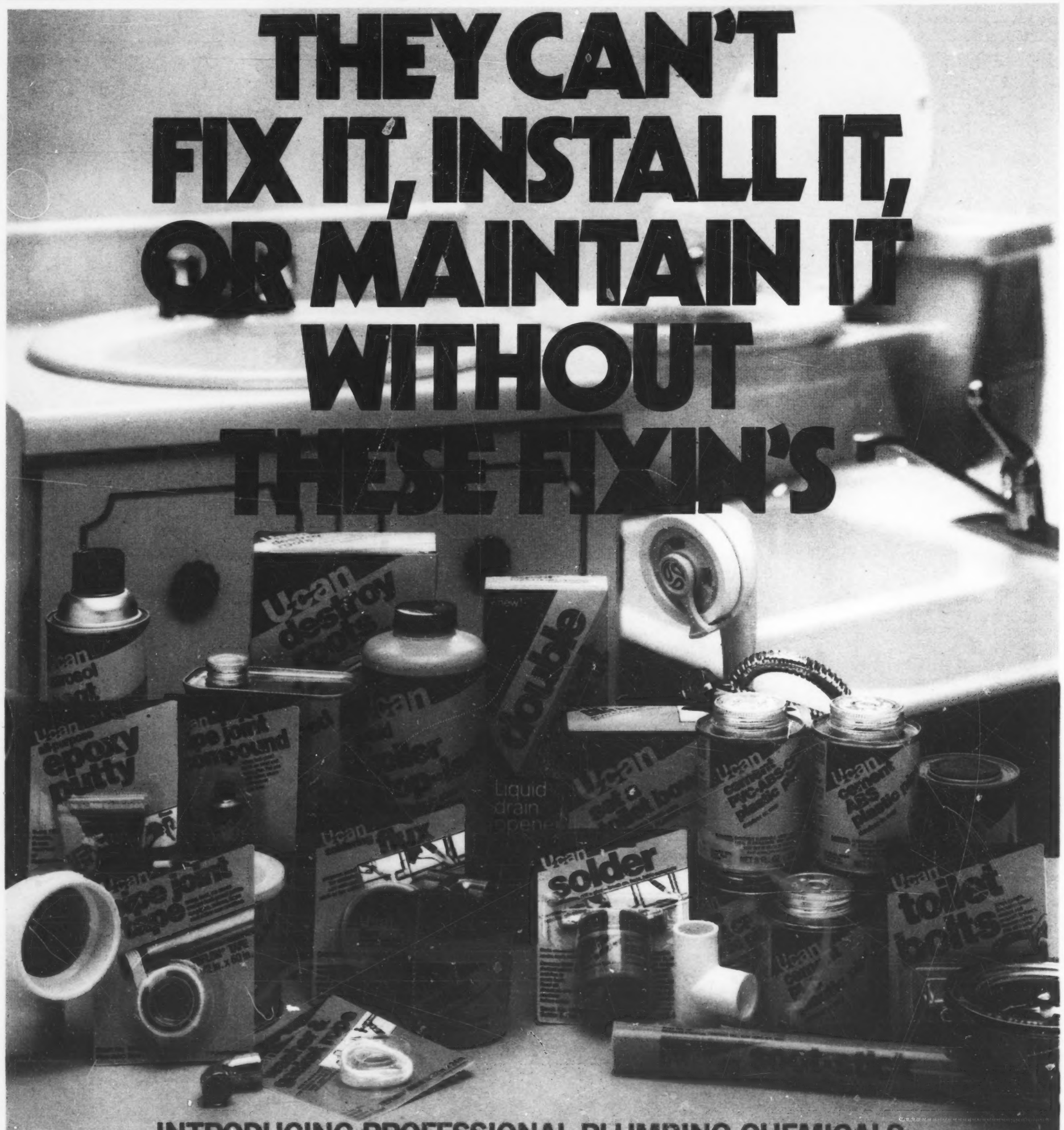

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